**Marketing Plan Project**

**Objective**

Create a Marketing Plan for a business in which, as a Marketing Specialist, you will be creating a product or service that will satisfy customer’s needs or wants. The business can already exist or it can be a brand new business. This is to be a formal written plan that you will be presenting to your company leaders in which they will decide whether or not to implement your recommendation.

**Your Plan should include:**

Cover Page

Table of Contents

Marketing Plan

Spelling, Grammar, and Punctuation will be looked at closely.

**Directions**

To create the Marketing Plan you will be using the Marketing Plan outline that we discussed this semester. The sections that need to be present in the Marketing Strategy are as follows:

**I.) Executive Summary**

A description of your Marketing Plan, written at the end, to summarize its important elements to help assist the leaders of the business in the decision making process.

**II.) Market Analysis**

**A.) Purpose and Mission of the Business**

- Describe the business’ functions and why it is in existence

**B.) Description of Current Strategies and their Markets**

- Describe the business’ current products and services and the marketing strategies associated with them.

**C.) Competitor Analysis**

- Analyze your current competitors and their strengths and weaknesses.

**D.) External Environment Analysis**

**-** Analyze the external environment in order to determine what effects it might have on the business’ activities. **(Economy, Laws and Regulations, Costs, Competition, Technology, and any other factors)**

**E.) Internal Environment Analysis**

**-** Perform a SWOT Analysis

**III.) Marketing Strategy**

**A.) Marketing Goals**

-Determine the purpose and desired outcomes of the implementation of the Marketing Strategy

**B.) Target Market**

- Identify the Target Market(s) for the new product or service

-Use Demographics, Psychographics, Geographic, Generational, or any other form of determining your specific target market.

**C.) Marketing Mix**

- Go through the elements of the Marketing Mix and describing each one in terms of its functions. **Be very specific**. (Product, Price, Place, Promotion, and People)

- You will need to prepare one of your promotional activities and why you chose to use that activity. Explain yourself in great detail.

**D.) Positioning Statement**

- Develop your positioning statement in terms of what makes your marketing mix different than your competitors.

**IV.) Implementing the Marketing Plan**

**A.) Action Plans**

- Determine your schedule, responsibilities, and budgets for implementing the Marketing Plan and putting it into action so it can be the most effective in meeting the plans goals. Provide specific examples.

**B.) Evaluation**

- Describe how you will determine whether or not your plan is successful or not and by what means will you gather your findings.